

Team Platinum

Event Planning Outline

The team captain will be responsible for leading their team in the following capacities:

Hospitality Team

Team Captain:

Registration

Volunteer	Sub-Captain:
	Handle all areas of the registration process (including creating/distributing/collecting registration forms, processing registration payments, and calling team leaders to collect registration goals, etc).
	Drive an increase in registrations and promote / encourage team to register using all mediums (including Facebook group, weekly conference calls, website, email, text messages, phone calls, etc).
	Create welcome packets for team (Including bag with team logo, name badges, welcome letter, local area maps, weekend agenda, welcome gift, etc). <i>(Check on event budget to make sure welcome packet cost is incorporated into registration cost.)</i>
	Setup registration table with all necessary items (including cash box, receipts, sign-in forms, walk-in payment collection, etc).
	Coordinate airport transportation for team. Create group rate, and coordinate who is arriving when, see if they can ride over to the resort together.

Social Events

Volunteer	Sub-Captain:
	Plan family friendly social event for Thursday prior to the beginning of the event. Promote the event and collect money for the event ahead of time if need be.
	Plan welcome social function for Thursday evening. If it will be at the pool, coordinate with hotel to reserve pool for that evening. Plan welcome agenda, and coordinate volunteers for that event. (Including music, host/emcee, etc)
	Plan fun evening social functions (i.e. game night, party, etc) in the evening time. Remember to include eating into planning agenda. (i.e. Will we incorporate food or encourage team to eat prior to?) <i>If we incorporate food, determine if cost will be incorporated into registration fee, if individuals will pay ahead of time and we collect the money, or if money will be collected at the event.</i>

Program Team

Team Captain:

Training

Volunteer	Sub-Captain:
	Coordinate with Guest Trainer. Work with Mr. Bell to book trainer, coordinate his/her travel schedule, book airfare, book hotel room, and see to special trainer's needs throughout the event (including picking up from airport, purchasing thank you gift, buying any requested snacks, etc) <i>(Check on event budget to make sure thank you gift cost is incorporated into registration cost.)</i>
	Plan training / event agenda. Include times for setup/breakdown, recognition, hosting, training segments, entertainment, breaks/lunch, etc. Make sure to print and get to registration team in a timely manner prior to the event.
	Coordinate any special presentations (i.e. Power 20 / ED presentation) for the team. Notify participants of any special costumes / outfits to prepare ahead of time.
	Plan any special training videos and give participants ample time to practice and record in advance. Make sure to coordinate with Audio/Video (A/V) team in advance so they run the videos smoothly during the event.

Recognition

Volunteer	Sub-Captain:
	Coordinate theme of recognition with theme of event. Work with decorations team if decorations will be used during recognition. <i>(Check on event budget to make sure decorations cost is incorporated into registration cost.)</i>
	Purchase awards/certificates in advance. Coordinate with Mrs. Bell to find out who will be recognized in what categories. (See Appendix A for recognition categories) <i>(Check on event budget to make sure awards/certificates cost is incorporated into registration cost.)</i>
	Drive incentives for team to run toward (i.e. any cash incentives, iPad/Tablet incentives, etc.) Our focus for incentives are typically focused on Recruiting, driving P20 SA, and Leaderboard. <i>(Check on event budget to make sure incentives cost is incorporated into registration cost.)</i>

Team Meals

Volunteer	Sub-Captain:
	Plan Director / Power 20 / ED Breakfast. Include agenda for the breakfast. Coordinate with speaker/host to make sure they are prepared to speak at the breakfast. (See comment above for budget)

	Coordinate lunch plan with hotel to make sure it goes smoothly. (Currently hotel is offering lunch option for \$12 per person, which will include a sandwich, salad, etc) (This has NOT been confirmed by contract yet)
	IF team has banquet, plan all details for banquet , including contract with hotel F&B, decorations committee, menu planning, etc. If recognition is incorporated into the banquet, plan agenda with recognition committee.
	Plan team dinner for one of the nights. Make reservations with local restaurant, promote the dinner to the team, and call restaurant to confirm reservation in advance.

Logistics/Operations Team

Team Captain:

Location

Volunteer	Sub-Captain:
	Reserve Hotel/Resort/Location for event. (including creating group block room rate, and reserving meeting space. Sign hotel contract and coordinate details with hotel sales team.
	Coordinate Event Set-Up/Breakdown. Work with hotel to ensure decorations, chairs, tables, stage, microphone, screen, projector, sound, lighting, A/V, etc. are working properly.

Audio/Video

Volunteer	Sub-Captain:
	Run Audio/Video for the event. Make sure microphones/speakers are working properly, and the event is being recorded (preferably by video, at least with audio).
	Coordinate upbeat music throughout the event. Make sure there are no moments of silence. Provide upbeat, positive music for transitions, recognition, breaks, introductions etc. Coordinate with speakers to prepare their desired introduction song.
	Prepare all video entertainment ahead of time to make sure it plays smoothly on the screens. Load all videos ahead of time so there are no glitches in the training agenda.

Transportation Team

Team Captain:

Bus Trip

Volunteer	Sub-Captain:
	Coordinate charter bus trip to destination. Reserve trip with bus company/airline, sign contract, promote the bus trip / chartered flight to all local team members, collect registrations and money, etc.

Marketing Team

Team Captain:

Marketing

Volunteer	Sub-Captain:
	Promote team event via all social media outlets. This includes creating promotional pictures/messages/flyers and promoting through Facebook, TeamPlatinum.biz, Twitter, Instagram, via email/text message blast, etc.
	Use Constant Contact to create monthly newsletter for Team Platinum, and to blast out all important incentives and promotions.
	Work with recognition team to drive incentives throughout the organization. Make sure team is clear on rules for the incentives and details on prizes.

Communication

Volunteer	Sub-Captain:
	Communicate details of event to the team using email, Facebook group, texts blasts, website, etc.
	Create message board for team to discuss rooming needs, travel arrangements, or registration name switches prior to event.
	Blast out weekend agenda and all details pertinent to attendees in timely manner. Make sure to include anything attendees need to prepare in advance (i.e. weekend attire, camera, notepad, phone list, phone charger, bathing suit, sunscreen, etc)
	Invite special attendees to any special events (i.e. P20/D Breakfast / PCQ Banquet)

Branding

Volunteer	Sub-Captain:
	Create t-shirts and other promotional items for purchase. This will help increase team profits to create bigger and better events in the future.
	Work with A/V team to create team branding video and brand Team Platinum culture. Include highlights from team events, as well as testimonies highlighting individual team members to play at wrap up event Saturday night.
	Rebrand team logo/website. Work with graphic artist to create catchy logo. Work with professional website designer to rebuild team website using new brand.
	Create Team Platinum Manual. Include the design, printing, and selling of the manual.

Fundraising Team

Team Captain:

Fundraising

Volunteer	Sub-Captain:
	Secure sponsors for team event to cover meal breaks, snacks, and other activities.
	Plan and implement creative, catchy, and inspiring fundraising event. This can be a silent auction, raffle, or other fundraising event.
	Promote the fundraiser and create catchy marketing plan to create intrigue and participation. Set goal for the fundraiser and aim to exceed goal.

Platinum Ministries Team

Team Captain:

Sunday Morning Worship

Volunteer	Sub-Captain:
	Prepare worship set. Include music, words, and prepare PowerPoint to show when singing. Assign someone to run PPT while worship set is going. If possible, provide live music. (Guitar, Keyboard, etc) Suggestion: Use songs that are contemporary Christian with repetitive choruses.
Fard Bell Hannah Bell	Prepare biblically based message. After message is delivered, include call to action, time for reflection. Include any materials to be used during message (i.e. SHAPE Assessment)

Next Event Planning Team

Team Captain:

Events

Volunteer	Sub-Captain:
	Secure location and sign contract for next event.
	Create registration forms and promote next event.